

THE ARTS STRENGTHEN KENTUCKY

Return on Investment of the Kentucky Arts Council




The arts and creativity strengthen individuals, families and communities in Kentucky. Data shows how the arts help people and places to thrive across our Bluegrass state.










National Data (All States)

Kentucky Arts Council (KAC)

	<p>The arts help rural areas to prosper.</p>	<p>Rural counties with design-driven businesses recovered more quickly from past recessions. Rural counties with strong arts organizations provide residents with higher incomes (up to \$6,000 higher) and experienced more population growth (3x higher) than counties lacking arts organizations.</p> <p>Source: Rural Arts, Design, and Innovation in America and Arts Data Profile: Rural Arts, Design, and Innovation Research Brief #2</p>	<p>46% of KAC's grants are awarded to rural areas. These grants promote rural prosperity and help retain young people.</p> <p>Source: KAC Final Descriptive Report data submitted to NASAA and the National Endowment for the Arts, cross-referenced with U.S. Census data by NASAA</p>
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	<p>The arts and culture drive tourism growth.</p>	<p>Cultural heritage travelers are a large segment of the tourism market, representing more than 150 million customers, including a growing portion of millennials. Cultural travelers book significantly longer hotel stays and spend more money on their trips (30-60% more) than do other types of visitors. This segment of the travel market is projected to expand by more than 15% in coming years.</p> <p>Sources: Cultural Tourism: A Huge Opportunity and Growing Trend and The Culture and Heritage Traveler</p>	<p>Arts events and distinctive cultural destinations are crucial to Kentucky's \$11.8 billion tourism market. Cultural activities and attractions are the #2 most frequently pursued activity for visitors to Kentucky.</p> <p>Sources: Kentucky Tourism Economic Impact of Visitors in Kentucky, Visitor Profile Day Visitation, Visitor Profile Overnight Visitation</p>
	<p>The arts promote health and healing—especially for veterans and older adults.</p>	<p>Clinical studies have shown that the arts and creative therapies yield positive health outcomes including reduced dependence on pain medications, improved cognition, stronger motor coordination and shorter hospital stays.</p> <p>Sources: NASAA Arts in Clinical Settings, Arts and the Opioid Epidemic, Creative Aging; National Endowment for the Arts Creative Forces Network research</p>	<p>KAC funding for programs such as Culture of Recovery, Dancing Well: The Soldier Project, Nursing Home ART Enrichment, and Arts for All Kentucky contribute to the health and well-being of Kentucky communities and families.</p> <p>Sources: Dancing Well: The Soldier Project, Appalachian Artisan Center, Garrard Arts, Arts for All Kentucky</p>
	<p>A small public investment yields a large return in leveraged match.</p>	<p>For every \$1 that the federal government invests in the arts, grantees secure an additional \$9 in local match, private contributions and earned income.</p> <p>Source: National Endowment for the Arts Quick Facts</p>	<p>For every \$1 the KAC awards, grantees secure an additional \$82 in local match, private contributions and earned income in Kentucky.</p> <p>Source: KAC Final Descriptive Report data submitted to NASAA and the National Endowment for the Arts</p>

	<p>The arts are a critical economic growth driver.</p>	<p>The arts, museums and creative industries add \$878 billion to the U.S. economy, 4.5% of our nation's GDP.</p> <p>Source: U.S. Bureau of Economic Analysis and National Endowment for the Arts, Arts & Cultural Production Satellite Account data</p>	<p>Kentucky's creative industries add \$4.9 billion to the state's economy.</p> <p>Source: NASAA Creative Economy State Profiles, based on U.S. Bureau of Economic Analysis and National Endowment for the Arts, Arts & Cultural Production Satellite Account data</p>
	<p>The arts create jobs.</p>	<p>The arts and creative industries create 5.1 million jobs nationwide, providing \$404 billion in income for hardworking families.</p> <p>Source: U.S. Bureau of Economic Analysis and National Endowment for the Arts, Arts & Cultural Production Satellite Account data</p>	<p>In Kentucky the creative industries provide 97,473 jobs (W2 employees and self-employed creatives), yielding \$2.4 billion in earnings for Kentucky families.</p> <p>Source: Creative Vitality Suite, Kentucky Snapshot 2019</p>
	<p>A strong arts sector makes it easier for government to balance its books.</p>	<p>Nationwide, the nonprofit arts return billions in revenue to state, county and municipal governments: \$7.7 billion in state government revenue and \$6.9 billion in county/municipal government revenue.</p> <p>Source: Americans for the Arts, Arts & Economic Prosperity 5 regional summary</p>	<p>In the city of Louisville alone, the nonprofit arts sector returns \$32 million in state government revenues and \$10 million in county/municipal government revenues each year.</p> <p>Source: Americans for the Arts, Arts & Economic Prosperity 5 regional summary</p>
	<p>The arts stimulate commerce.</p>	<p>Arts attendees spend \$102.5 billion per year, excluding event ticket, on items such as meals, transportation, souvenirs, babysitters, etc. Many different sectors in state economies (not just the arts sector) benefit from this economic activity.</p> <p>Source: Americans for the Arts, Arts & Economic Prosperity 5</p>	<p>Arts attendees in Louisville generated more than \$238 million in local economic activity in conjunction with their cultural participation.</p> <p>Source: Americans for the Arts, Arts & Economic Prosperity 5 regional summary</p>

	<p>The arts are basic to excellent education.</p>	<p>Students who take 4 years of arts and music classes average 93 points higher on their SAT scores than students who take only one-half year or less of arts and music classes. Economically disadvantaged kids who receive arts education have a dropout rate five times lower than their peers.</p> <p>Source: The College Board; National Dropout Prevention Center Economic Analysis and White Paper</p>	<p>37% of all KAC arts grant awards are devoted to arts education. These grants help kids succeed in school and equip them to contribute to a productive workforce.</p> <p>Source: KAC Final Descriptive Report data submitted to NASAA and the National Endowment for the Arts; Education Commission of the States, Arts Education Partnership: The Importance of Arts Education in Workforce Preparation</p>
	<p>Arts participation builds civic cohesion and community resilience.</p>	<p>While bringing beauty and grace to our lives, the arts help communities build social bonds and come together to cope with hard times. National studies show that individuals who participate in the arts are more likely to volunteer for community service, vote and take part in civic events.</p> <p>Source: Hearts and Minds: The Art and Civic Engagement</p>	<p>More than 5 million people (residents and visitors) participate in arts events funded, in part, by KAC.</p> <p>Source: KAC Public Value Report</p>
	<p>Other industries need the arts to innovate. Creativity is a muscle, and the arts are its gym.</p>	<p>Patent holders are 30% more likely to have received arts education as children. Nobel Prize winners are 4 times more likely to be musicians, 17 times more likely to be visual artists and 22 times more likely to be performers than scientists who did not win the Nobel Prize.</p> <p>Source: Michigan State University</p>	<p>Kentucky can improve its innovation quotient: among the 50 states, Kentucky is ranked 31st in new patents issued.</p> <p>Source: US Patent and Trademark data compiled by Statista</p>